

To: Piscitelli, J, 1710 - Pittsburgh ROU, 1740 - Pittsburgh Chain, Richards, M, Rago, Joseph M.,
1110 - Boston ROU(PROVENL), Keeney, David, 1645 - Buffalo Chain (VICKERB),
6710 - Detroit ROU, 1240 - New Jersey Chain (RHODEF),
1210 - New York ROU (ALVICH), 1310 - Philadelphia ROU (METZG)
From: Campbell, Judy
Posted: 5/26/98 13:28
Opened: 5/26/98 16:22
Subject: JULY: WINSTON \$1/2PKS #800750

CUSTOMER LIST TEMPLATE NOT INCLUDED DUE TO LENGTH (42 PAGES). IF ANYONE
REQUIRES THIS LIST, PLEASE ADVISE.

Sales	Retail
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ROUs: 1110 / 1210 / 1310 / 1710 / 6710

***Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet***

51853 4801

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 3, 1998

RJR Account #375878
P. Cox
McLANE-NORTHEAST

JULY: WINSTON \$1.00 OFF 2-PACK PURCHASE / PROMOTION #800750

Dear Paul:

Winston .50¢ Off/Pack Special Offer Tear Tape 'Off-Invoice' product has been ordered (see quantities listed below), as well as 1740 SKUs of Displays (item #542810) to McLane NE to pack and ship this promotion to your participating retail accounts.

Note: This is not 'pre-sleeved' product.

PRODUCT PO #ER 3480-01; DISPLAYS PO #ER 3478-01

#/ (6M) Cases

<u>Promoted Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
58	Winston Box	12300-25379
116	Winston Light Box	12300-25380
58	Winston Ult Lt Box	12300-25381

Product / Premium Arrival:

June 29, 1998

Ship Date to Retail:

Week of: July 13, 1998

Displays (Item #542810)

<u>SKU CUBE:</u>	1.6113
<u>SKU WT (w/o Product):</u>	3.2200 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

Billing per Sku: 4 Cartons

\$ Amount: \$61,507.20

51853 4802

PARTNERS 'BONUS' REPORTING DESCRIPTION WIN JUL \$1/2 PKS

51853 4803

McLane NE
#800750

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

- 2 Cartons: *Winston Light Box*
- 1 Carton: *Winston Box*
- 1 Carton: *Winston Ultra Light Box.*

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE
ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

RJR will reimburse you \$14.00 per promoted 6M case for all displays packed and shipped to retail on a timely basis. This equates to \$3,248.00 (232 (6M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams
cc: R. Donahue / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710 / 6710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

RJ REYNOLDS

TOBACCO COMPANY

STATE STAMPING

McLANE-NORTHEAST
#375878

WINSTON \$1.00 OFF 2-PACK PURCHASE

NUMBER OF CARTONS TO STAMP BY STATE												
<u>WINSTON</u> <u>.50/Pack</u> <u>(6M)</u>	<u>CT</u>	<u>DE</u>	<u>MA</u>	<u>MD</u>	<u>NH</u>	<u>NJ</u>	<u>NY</u>	<u>OH</u>	<u>Cuyahoga</u>	<u>PA</u>	<u>RI</u>	<u>VT</u>
BOX	50	1	64	1	25	240	538	38	36	594	18	1
LT BOX	100	2	128	2	50	480	1076	76	72	1188	36	2
ULT LT BX	50	1	64	1	25	240	538	38	36	594	18	1

5/26/98
STAMPING.DOC

51853 4805

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 / 6710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE: JULY WINSTON \$1.00 OFF 2-PACK PURCHASE / PROMOTION #800750

RETAIL DISTRIBUTION DATE: 7/13/98

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE													
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	C U Y A H O G A	PA	RI	VT	
A-PLUS/ SUNOCO	304	See List	316	2	1	25				2	19	97			166	4	
BP OIL	40	See List	63												63		
BRADFORD OIL	3	1	3							2							1
CHESTNUT MOBIL	8	See List	23	8								15					
COASTAL MART	38	See List	51								22				29		
COOKS CONVENIENT	7	See List	10									10					
COUNTRY FAIR	67	See List	205									8	26		171		
CONV EXPRESS	5	See List	11									11					
EXPRESS MART	44	1	44									44					
HESS MART	58	See List	111								5	91			15		
HESS STATION	161	See List	194	1		3					33	109			40	8	
J MART	7	1	7									7					
KRAUSZERS	11	See List	29	29													
MANLEYS	11	See List	16									16					
MOBIL / ON THE RUN	97	See List	120	10		32				18		54				6	
QUICK CHEK	94	See List	126								126						
QUICKWAY	29	See List	29									29					
7/11 - HANDEE MART	52	See List	99				1						12	36	50		
7/11 - SOUTHLAND	127			STORE LIST SUPPLIED BY 7-11 & J.RUMBERGER													
STARENTERPRISE	41	See List	88								34				54		
SUNRISE FOODS	17	2	34									34					
INDEPENDENTS & SMALL CHAINS	24	See List	27			4				3	1	13			6		
TOTALS	1118		1733	50	1	64	1	0	25	240	538	38	36	594	18	1	

NOTE: PRODUCT / DISPLAYS FOR SAM'S CLUBS WILL BE ORDERED BY RJR FT WORTH OFFICE (#69XX)